

# CalParents

*Make a Difference*

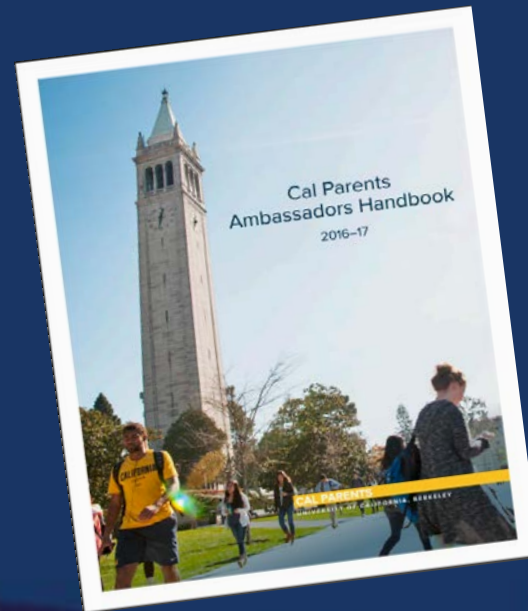
Ambassador Training  
2016 - 2017

# Reference Guide for Training

## 2016-17 Cal Parents Ambassador Handbook

(see page 6 for full listing of Ambassador resources)

- Training slides will reference page numbers of this guide, so helpful to print a copy of this handbook before you start.



# What is a Parent “Ambassador?”

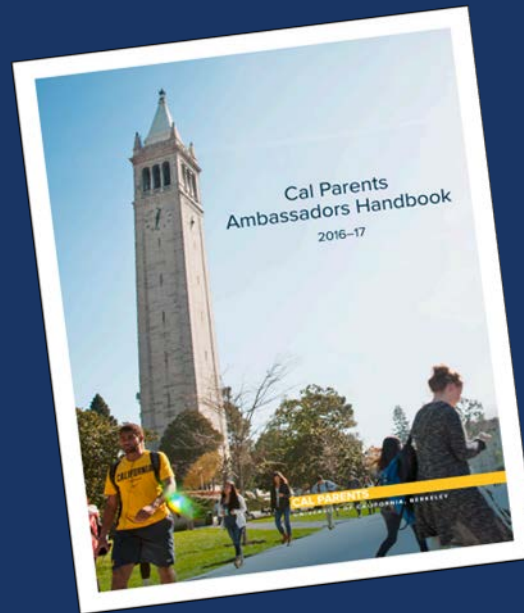
(Pages 2-3 in Ambassador Handbook)

Oski wants you to be a:

champion, representative,  
backer, booster, campaigner,  
supporter, promoter



To learn facts and figures to champion Cal,  
refer to Page 7 of Ambassador Handbook



# Getting Involved

(Pages 12 – 16 of Ambassador Handbook)

Find your opportunity for engagement:

- group event on campus
- group event in your local region
- individual activity at home/office



# Volunteer Activities/Events

(Pages 10 - 16 in Ambassador Handbook)

## Fall Semester

- Welcome Calls to New Families
- Move-In Weekend
- Fall Calling Campaign
- Local College Fairs
- Discover Cal Lecture

## Spring Semester

- Regents' & Chancellor's Scholarship Interviews
- Spring Calling Campaign
- Discover Cal Lecture
- Overnight Stay
- Admitted Student Receptions
- Cal Day
- Welcome Receptions





# Discover Cal Lecture Series

(Ambassadors will automatically be invited to attend this traveling faculty lecture series that takes place in the fall and spring)

Conflict Zones of the President-Elect:  
National security issues facing our 45th president



## Dates & Location

### San Francisco, CA

October 25, 2016

The City Club of San Francisco

### Los Angeles, CA

November 9, 2016

Richard J. Riordan Central Library

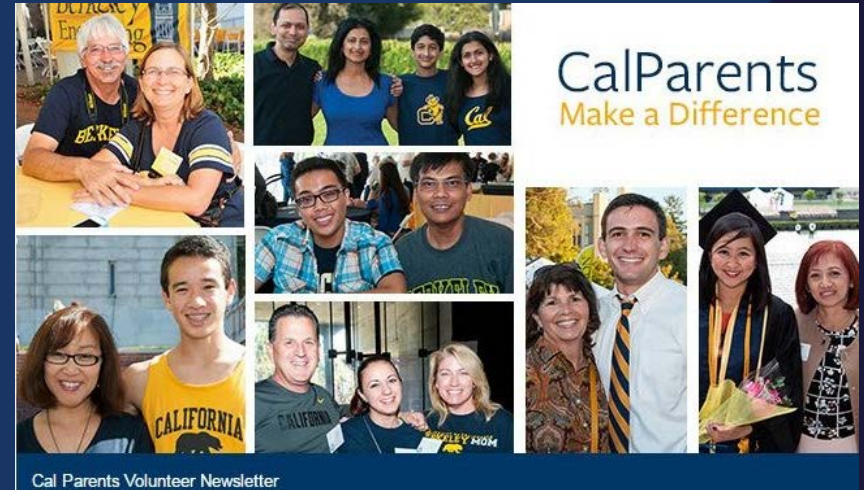
### Newport Beach, CA

November 10, 2016

Balboa Bay Resort

# Volunteer Sign-Up

- **Monthly volunteer e-newsletter** is the **primary** vehicle for signing up for volunteer opportunities
- Look out for an email from the Cal Parents Office with this banner at the end of each month
- Read write-ups about the upcoming activities/events and click on the link provided to sign up. You will be asked to enter your contact information into a google doc form.



Questions/problem with sign-ups?

Contact Rose Hsu  
rosehsu@berkeley.edu



# Parent Philanthropy

(Page 8 of Ambassador Handbook)

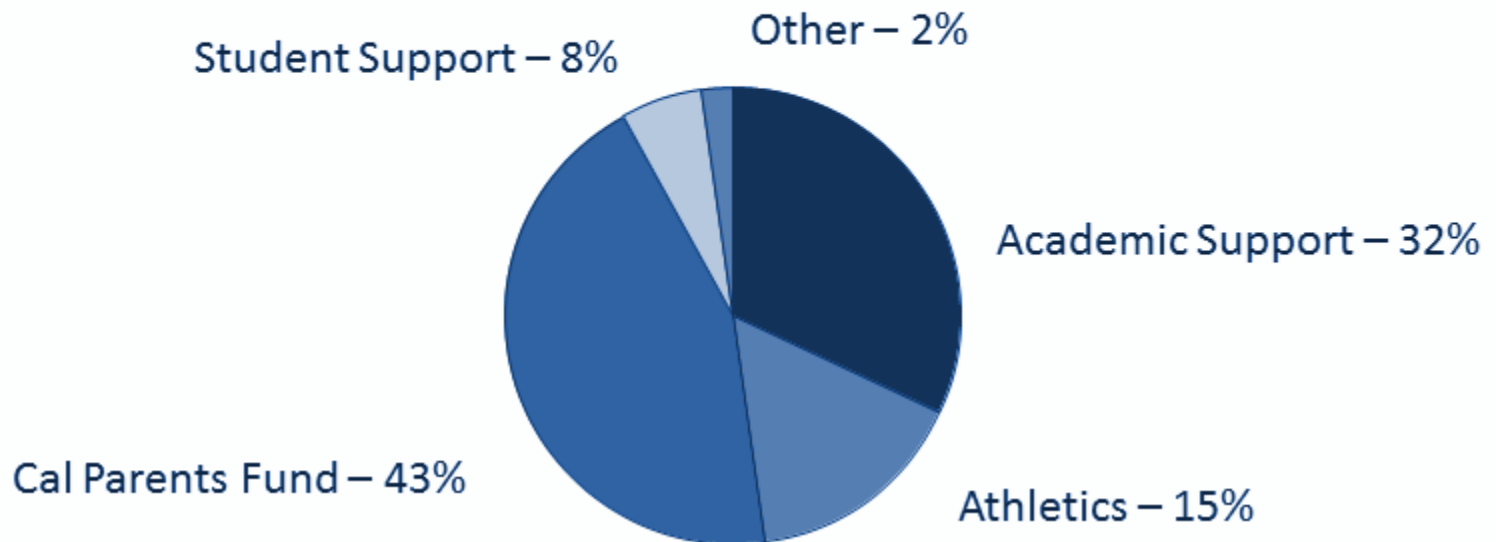
More than **4,800** Cal Parent families contributed **\$17.5 million** to Berkeley last year.

As an ambassador, please join your peers and make an annual contribution of any amount to any area of campus

# Parent Philanthropy

(Page 9 of Ambassador Handbook)

## Gifts from Parents: Where do they go?



# Student Enrollment & Retention (Fall 2015)

- 27,496 Undergraduates
- 10,708 Graduate Students
- 97% Frosh 1 Year Retention Rate
- (Fall 2014 cohort)
- 75.5% 4 Year Graduation Rate
- (Fall 2011 cohort)
- 91.4% 6 Year Graduation Rate

# Freshmen Admission Statistics Entering Class 2016-2017

- 82,573 Applications
- 14,433 Admits
- 17.5% Admit Rate
- 3.90/4.42 Average GPAs
- 21.3% CA Resident Admit Rate
- 9,400 Freshmen and Transfers Enrolled



# Admissions at Berkeley

Berkeley's **holistic approach** to admissions employs a broad concept of merit, with consideration given to grades, coursework and test scores, along with personal qualities and nonacademic achievements.

## What's New

- Personal Insight Questions
- AP Computer Science Principles
- New Global Studies Major and Minor
- New Double Major: Management, Entrepreneurship and Technology (College of Engineering and Haas School of Business, visit [www.met.berkeley.edu](http://www.met.berkeley.edu))





## Helpful Career Service Information for Parents

LOG ON to: <https://career.berkeley.edu/Parents/Parents>

The screenshot shows the Cal Career Center website for parents. At the top left is the Berkeley University of California logo. To its right is the text "Career Center". Further right is a search bar with the word "Search" and a magnifying glass icon. Below this is a teal navigation bar with links for "UNDERGRADS", "GRAD STUDENTS, PHDS & POSTDOCS", "ALUMNI", "EMPLOYERS", "PARENTS", "STAFF & FACULTY", and "A-Z INDEX". Below the navigation bar is a breadcrumb trail: "HOME > CAL PARENTS". The main content area has a large heading "Cal Parents" and a sub-heading "Welcome to the Cal Career Center website!". Below this is a grey box with the text "In this section designed just for you, you'll find:". Underneath is a link: "Timeline: Common Student College & Career Activities by Year". The next section is titled "Career Center Resources & Ways You Can Help With:" and contains a bulleted list: "Choosing a Major", "Choosing a Career", "Finding Internships and Jobs", and "Going to Graduate School". Below the list is a paragraph: "If you have any questions or concerns about what is presented in these pages, please feel free to [contact us](#)." At the bottom of the main content area is another paragraph: "To learn about other services, information, events, and person-to-person help for parents of UC". On the right side of the page is a sidebar with a yellow header "Parents Home". Below the header are links: "Timeline", "Choosing a Major", "Choosing a Career", "Finding Internships & Jobs", and "Going to Graduate School". At the bottom of the sidebar is a graphic with the text "CAREER LADDERS & LETTERS & SCIENCE" and "TAKE STEPS FROM CAL TO CAREER >>".

# Have your student set up an account @ handshake.berkeley.edu

The screenshot shows the Handshake website interface. At the top, there is a navigation bar with the Handshake logo, a search bar, and utility icons for calendar, chat, notifications (109), help, and data. A left sidebar contains the 'CAREER CENTER' logo and a menu with options: View Your Profile, View Your Applications, Your Career Interests, Home, EXPLORE (Jobs, Internships, Employers), ATTEND (Events, Fairs, Interviews), PLAN (Journal, Planning), ENGAGE (Experiences), and OTHER (Surveys, Resources). The main content area is divided into several sections:

- Logged in!**: A green notification bar at the top of the main content.
- Suggested by your school**: Two event cards. The first is the '2016 Law & Graduate School Fair' on Thursday, Sep 29 at 11:00 am - 3:00 pm, with 98 companies registered. The second is 'Career Connections: Marketing & PR' on Wednesday, Oct 12 at 6:00 pm - 8:00 pm, with registrations open.
- Upcoming Events**: A vertical list of events including 'Job Search Essentials: Interview with Confidence' (Sep 28, 4:00 PM - 5:00 PM), 'Career Connections: Non-Technical Roles in Tech' (Sep 28, 6:00 PM - 8:00 PM), 'Bank of America Merrill Lynch' (Sep 28, 6:00 PM - 7:00 PM), '2016 Law & Graduate School Fair' (Sep 29, 11:00 AM - 3:00 PM), '2016 Early Bird Internship Fair' (Oct 13, 11:00 AM - 3:00 PM), '2016 Masters & PhD Career Fair' (Oct 13, 11:00 AM - 3:00 PM), and '2016 Civil & Environmental Engineering Career Fair' (Oct 26, 4:00 PM - 7:00 PM).
- Suggested by your school**: Two employer cards. The first is 'Dropbox' (Internet & Software) with a description of the service and a 'View Employer Profile' button. The second is 'FOSUN GROUP 2017 CAMPUS RECRUITMENT' (Beijing Zhaopin.com Co., Ltd.) for a 'Full-Time Job in Beijing, Beijing' with an 'Apply' button and an application deadline of 12/31/16 at 12:00AM.
- Recommended Resources**: A card titled 'How the GoGlobal tool can support your international (and domestic!) career' with a 'Read More' button.



# Students can find jobs/internship postings and schedule interviews using handshake

The screenshot displays the Handshake website interface. At the top, there is a navigation bar with the Handshake logo, a search bar, and utility icons for calendar, chat, notifications, and help. A left sidebar contains navigation options: Home, Profile, UC Berkeley Career..., POSTINGS (Job Templates, Job Postings, Applications), RELATIONSHIPS (Students, Schools, Contacts), CAMPUS (Events, Interviews, Fairs), and OTHER (Surveys). The main content area is titled 'Logged in!' and features three primary action buttons: 'Post a Job', 'Request an Interview', and 'Create an Event'. Below these are three columns of content: 'Job Postings' with items like 'Mock Interviews for Engineering and Technical Undergraduate and Graduate Students' (Pending), 'Mock Interviews for Haas Students' (Pending), 'Student Food Service Worker' (Approved), 'Test Job \*\*\*\* DO NOT APPLY \*\*\*\*\*' (Expired), and 'Communications Assistant' (Expired); 'Interview Schedule Postings' with multiple 'University of California Berkeley' requests (Pending) at various times; and 'Upcoming Events' with a message 'You have not RSVP'd to any upcoming events.' At the bottom, there is a section for 'Upcoming Career Fairs' listing the '2016 Law & Graduate School Fair' on Thursday, September 29th, 2016 at 11:00 AM.

Parents can refer internship and job opportunities to  
Dara Ziegelmeier at Career Center  
[daraz@berkeley.edu](mailto:daraz@berkeley.edu)

# Cal Graduate Job Information

<https://career.berkeley.edu/Survey/Survey>

The screenshot shows the Berkeley Career Center website. At the top left is the Berkeley University of California logo. To its right is the text "Career Center". On the far right of the top navigation bar is a search box with the word "Search" and a magnifying glass icon. Below this is a teal navigation bar with links for "UNDERGRADS", "GRAD STUDENTS, PHDS & POSTDOCS", "ALUMNI", "EMPLOYERS", "PARENTS", "STAFF & FACULTY", and "A-Z INDEX". Below the navigation bar is a breadcrumb trail: "HOME > CAREER DESTINATIONS SURVEY". The main content area features a large yellow banner with the text "Career Destinations Survey". Below the banner is a paragraph explaining the survey: "Every year the Career Center surveys graduating seniors about their post graduation plans broadly and more specific information if they have secured a job (including job title and salary) or been accepted into a graduate/professional degree program. Each survey year includes the August, December, and May graduating cohorts for that survey year." This is followed by another paragraph: "This data is designed to provide students, alumni, and employers with critical data about where Cal students go after graduation. As expected, college major does not restrict the employment or graduate school options that Cal students pursue. The profiles provide an impressive overview of the diverse interests and achievements of recent graduates from UC Berkeley." Below this text is a section titled "View Survey Reports" which contains three columns for the years 2015, 2014, and 2013. Each column lists two items: "Campus Overview" and "Employment Profile".

**Berkeley**  
UNIVERSITY OF CALIFORNIA

Career Center

Search

UNDERGRADS GRAD STUDENTS, PHDS & POSTDOCS ALUMNI EMPLOYERS PARENTS STAFF & FACULTY A-Z INDEX

HOME > CAREER DESTINATIONS SURVEY

## Career Destinations Survey

Every year the Career Center surveys graduating seniors about their post graduation plans broadly and more specific information if they have secured a job (including job title and salary) or been accepted into a graduate/professional degree program. Each survey year includes the August, December, and May graduating cohorts for that survey year.

This data is designed to provide students, alumni, and employers with critical data about where Cal students go after graduation. As expected, college major does not restrict the employment or graduate school options that Cal students pursue. The profiles provide an impressive overview of the diverse interests and achievements of recent graduates from UC Berkeley.

### View Survey Reports

<b>2015</b> <ul style="list-style-type: none"><li>• <a href="#">Campus Overview</a></li><li>• <a href="#">Employment Profile</a></li></ul>	<b>2014</b> <ul style="list-style-type: none"><li>• <a href="#">Campus Overview</a></li><li>• <a href="#">Employment Profile</a></li></ul>	<b>2013</b> <ul style="list-style-type: none"><li>• <a href="#">Campus Overview</a></li><li>• <a href="#">Employment Profile</a></li></ul>
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# Thank You

Each year, Cal Parents Ambassadors makes a huge impact in supporting Berkeley by engaging with thousands of families and raising millions of dollars that go back to enhancing and enriching the Cal student experience.

We couldn't do it without you. Go Bears!

Questions? Contact Rose Hsu, [rosehsu@berkeley.edu](mailto:rosehsu@berkeley.edu)

